



WWTI
201 Humboldt St
Rochester, NY 14610

Shorr Johnson Magnus
100 North 20th Street
Suite 201
Philadelphia, PA 19103

Contract # 1449134
Schedule Dates 10/18/16-10/24/16
Advertiser Charles Schumer/US Senate/Democrat/NY (83888)
Agency Shorr Johnson Magnus (19332)
Product Political - US Senate (1077)
Brand 10.18.16-10.24.16 (568363)
Salesperson Katz - Washington DC, Washington DC (1179)
Sales Office Katz - Washington DC
Buyer Name DETTORRE,MIKE
Phone/Fax /
CPE N/A
Account Types National/Political
Billing Type Standard
Comments :60s

Date Entered 10/17/16
Last Modified 10/17/16
Entered By Ashley Cesta
CO-OP No
Headline # ECR25331866
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$337.50
Net Total \$1,912.50
Sales Tax

Watertown (WWTI)
By Broadcast Month
Oct. 2016 10 \$2,250.00
Grand Total: 10 \$2,250.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/18/16-10/18/16	2	1:00	7A- 9A (EST)	1		X						1	\$150.00	\$150.00	Watertown (WWTI)	GMA	10/17/16
2.0	Normal Line / SPOT	10/19/16-10/19/16	2	1:00	7A- 9A (EST)	1			X					1	\$150.00	\$150.00	Watertown (WWTI)	GMA	10/17/16
3.0	Normal Line / SPOT	10/20/16-10/20/16	2	1:00	7A- 9A (EST)	1				X				1	\$150.00	\$150.00	Watertown (WWTI)	GMA	10/17/16
4.0	Normal Line / SPOT	10/21/16-10/21/16	2	1:00	7A- 9A (EST)	1					X			1	\$150.00	\$150.00	Watertown (WWTI)	GMA	10/17/16
5.0	Normal Line / SPOT	10/24/16-10/24/16	2	1:00	7A- 9A (EST)	1	X							1	\$150.00	\$150.00	Watertown (WWTI)	GMA	10/17/16
6.0	Normal Line / SPOT	10/18/16-10/18/16	2	1:00	7P- Big Bang Theory	1		X						1	\$300.00	\$300.00	Watertown (WWTI)	BRT	10/17/16
7.0	Normal Line / SPOT	10/20/16-10/20/16	2	1:00	7P- Big Bang Theory	1			X					1	\$300.00	\$300.00	Watertown (WWTI)	BRT	10/17/16
8.0	Normal Line / SPOT	10/24/16-10/24/16	2	1:00	7P- Big Bang Theory	1	X							1	\$300.00	\$300.00	Watertown (WWTI)	BRT	10/17/16
9.0	Normal Line / SPOT	10/19/16-10/19/16	2	1:00	7:30P- Modern Family	1			X					1	\$300.00	\$300.00	Watertown (WWTI)	MODERN FAM	10/17/16
10.0	Normal Line / SPOT	10/21/16-10/21/16	2	1:00	7:30P- Modern Family	1				X				1	\$300.00	\$300.00	Watertown (WWTI)	MODERN FAM	10/17/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



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Rochester, NY 14610

Shorr Johnson Magnus
100 North 20th Street
Suite 201
Philadelphia, PA 19103

Contract # 1449140

Schedule Dates	10/18/16-10/24/16	Date Entered	10/17/16
Advertiser	Charles Schumer/US Senate/Democrat/NY (83888	Last Modified	10/17/16
Agency	Shorr Johnson Magnus (19332)	Entered By	Ashley Cesta
Product	Political - US Senate (1077)	CO-OP	No
Brand	10.18.16-10.24.16 (568367)	Headline #	ECR25331842
Salesperson	Katz - Washington DC, Washington DC (1179)	Demo	
Sales Office	Katz - Washington DC	Order Type	Normal
Buyer Name	DETTORE,MIKE	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	N/A	Commission	\$191.25
Account Types	National/Political	Net Total	\$1,083.75
Billing Type	Standard	Sales Tax	
Comments	tv		

Watertown (WWTI)		
By Broadcast Month	Spots	Rate
Oct. 2016	11	\$1,275.00
Grand Total:	11	\$1,275.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/18/16-10/18/16	3	:30	7A- 9A (EST)	1		X						1	\$75.00	\$75.00	Watertown (WWTI)	GMA	10/17/16
2.0	Normal Line / SPOT	10/19/16-10/19/16	3	:30	7A- 9A (EST)	1			X					1	\$75.00	\$75.00	Watertown (WWTI)	GMA	10/17/16
3.0	Normal Line / SPOT	10/20/16-10/20/16	3	:30	7A- 9A (EST)	1				X				1	\$75.00	\$75.00	Watertown (WWTI)	GMA	10/17/16
4.0	Normal Line / SPOT	10/21/16-10/21/16	3	:30	7A- 9A (EST)	1					X			1	\$75.00	\$75.00	Watertown (WWTI)	GMA	10/17/16
5.0	Normal Line / SPOT	10/24/16-10/24/16	3	:30	7A- 9A (EST)	1	X							1	\$75.00	\$75.00	Watertown (WWTI)	GMA	10/17/16
6.0	Normal Line / SPOT	10/18/16-10/18/16	3	:30	7P- Big Bang Theory	1		X						1	\$150.00	\$150.00	Watertown (WWTI)	BBT	10/17/16
7.0	Normal Line / SPOT	10/20/16-10/20/16	3	:30	7P- Big Bang Theory	1				X				1	\$150.00	\$150.00	Watertown (WWTI)	BBT	10/17/16
8.0	Normal Line / SPOT	10/24/16-10/24/16	3	:30	7P- Big Bang Theory	1	X							1	\$150.00	\$150.00	Watertown (WWTI)	BBT	10/17/16
9.0	Normal Line / SPOT	10/19/16-10/19/16	3	:30	7:30P- Modern Family	1			X					1	\$150.00	\$150.00	Watertown (WWTI)	MODERN FAM	10/17/16
10.0	Normal Line / SPOT	10/21/16-10/21/16	3	:30	7:30P- Modern Family	1					X			1	\$150.00	\$150.00	Watertown (WWTI)	MODERN FAM	10/17/16
11.0	Normal Line / SPOT	10/24/16-10/24/16	3	:30	7:30P- Modern Family	1	X							1	\$150.00	\$150.00	Watertown (WWTI)	MODERN FAM	10/17/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

Date: 9/28/16

I, Shorr Johnson Magnus,

being/on behalf of: Charles Schumer,

a legally qualified candidate of the Democratic

political party for the office of: US Senate

in the General

election to be held on: November 8, 2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Attach proposed schedule with charges (if available): \$

I represent that the payment for the above described broadcast time has been furnished by:

Friends of Schumer

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Mike Toth

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

9/28/16

Date _____

Signature

To Be Signed By Station Representative

□ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

FEDERAL CANDIDATE CERTIFICATION

In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:

I, Friends of Schumer

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does

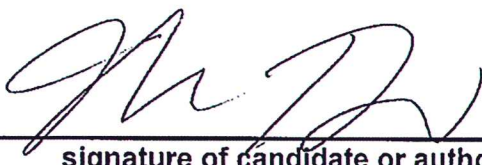
☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee

Michael D'Ettorre

printed name

9/28/16

date



RECORD OF REQUEST FOR BROADCAST TIME BY OR ON BEHALF OF A
CANDIDATE FOR POLITICAL OFFICE

Required information regarding candidate advertising*

Station: WWTI

Date of Request: 10/10/16

Candidate: Charles Schumer

Office Sought: US Senate

Authorized Committee: Sharr Johnson Magnus / Friends of
Schumer

Name of Contact: Liz Holland

City: Philadelphia

State: PA

Zip: 19103

Phone: 215-567-4080

Treasurer: Mike Toth

Information Requested: Political Cand for 11/8 General Election